



FANCY, FRUGAL & Fun! with LORAfied!

We've all heard the proverb that says, "Necessity is the mother of invention." For Lora McLaughlin Peterson, better known as LORAfied on Instagram and TikTok, that phrase is at the center of her career as a social media star, lifestyle expert and cookbook author. An Emmy Award-winning journalist who launched her own brand, Lora shares tips on cooking and saving with millions of devoted followers. "When you're a single mom on a budget, you're like, *Okay, how do we do this?* A lot of how this happened came from necessity," Lora tells *Woman's World*. "When you're really in it, you just figure it out."

The Kansas native moved to L.A. to start a career as a TV news correspondent before launching LORAfied. Now married to her husband Scooter, she is a mother of three. "I was married for five minutes—then a single mom for a decade before I met Scooter," she shares. "I remember having \$15 between paychecks—I had to prioritize saving."

Now, she encourages other women to find their passion and pursue it. "Whatever causes that fire inside of you, follow it," she says. "We've got to listen to ourselves more." Here, Lora shares simple ways to make life easier *and* more meaningful every day!

By DEBORAH EVANS PRICE



Family fun time!

Find your passion

"I've said this a lot because it's so true: The harder I work, the luckier I get. I really believe it. Also, I'm from Kansas, and there's just that little Kansas voice in the back of my head that says, 'Don't be lazy,'" Lora grins. "Motivation is incredibly personal. You have to figure out what drives you first. I feel like I'm on a mission to help people and spread happiness, and I've always felt that. Try to find what makes you tick. If there's something you love doing, the drive will follow, so just find what your passion is. I feel really blessed. I found my passion, and with that, the motivation follows."

Gather as a family

"Sitting down at the table has made a huge difference in my kids' lives—having a nightly meeting place means a lot. Can I say everybody doesn't have their cellphone on? No," she says with a laugh. "I would love it. I've tried, but I'm going to keep it real. The cellphone may be connected to their hip, but they're there. Conversation and connection still happen, and at least I can control what they've eaten one time in that day."



"Time is our biggest luxury," Lora says.

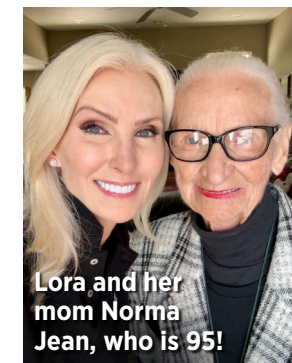
Lean into faith

"God plays such a big role in my family," Lora says. "My family is faith-driven and I think that always helped. I come from a very large family. We lost my dad when I was younger and I lost a sister in high school. Everyone's got different ways of coping. I feel like there's a plan here and I'm letting God work it out for me. When I start my day, before I hop out of bed, I always say 'God, I'm just grateful for' another day."

As a mom I can say, 'Okay, you got two vegetables today.' I saw it with my own eyes. Food is medicine. It also feeds your soul...that matters a lot."

Forget outside opinions

When asked about the best advice she ever received, Lora smiles. "It was from my mom. She said, 'If you knew how often people thought of you, you wouldn't care what they think.'" She continues: "Especially in today's world, people really are just trying to get their own lives done. They really are. Nobody has any time to think about what you wore to the store or didn't wear to the store or if your purse matches your shoes. Nobody cares. That really put things in perspective for me. People are busy with their own stuff."



Lora and her mom Norma Jean, who is 95!

Quick questions, honest answers

with Lora

Q What was your first concert?
 "Air Supply. It should've been Rick Springfield. Air Supply came to Joplin, Missouri, a few months before Rick. I like Air Supply, but I'd rather say it was Rick Springfield! [laughs]"

What poster did you have above your bed when you were a teenager?

"Rick Springfield! It wasn't just one. My entire wall was plastered with posters—it looked like Rick Springfield wallpaper."



Have you ever been starstruck meeting a celebrity?

"I've been very blessed to interview everyone from George Clooney to Brad Pitt. When I was told I was going to interview Rick Springfield, I was 29. I was waiting for him after a show at the Universal Amphitheatre in L.A. I'm backstage and he walks in offstage, and I don't even know how I conducted the interview. Rick took my breath away. At that moment, I was saying to myself, *My work here is done. I can now retire.* I almost collapsed. We have a picture of that moment. It's in the cookbook."



Lora seeing Rick again in 2021

What does your childhood smell like?
 "It's either bread or banana bread!"

What's one thing that your mom or dad always said that stuck with you?

"My mom, Norma Jean, is full of so many great lines. It was early in my reporting career. She goes, 'You've never shut up. I'm just glad you're finally getting paid for it.'"

Fill in the blank: If _____ isn't happiness, I don't know what is.
 "Scooter and the kids."

Don't miss Lora's cookbook!

"I've now lived in California longer than I ever lived in Kansas, but I'm a fifth-generation Kansan. I hope my cookbook merges both worlds—I kept all the Kansas sensibility and fantastic seasoning that the Midwest and South are known for," Lora says of her debut cookbook, *The LORAfied Cookbook*, which features more than 100 "fancy yet frugal" recipes—including Waldorf-Inspired Chicken Salad, Crunchy Garlic Butter Chicken Cutlets and Potato Chip Cookies—plus her best household hacks and lifestyle tips!



Ivan Solis; Courtesy of LORAfied (5); DK

Lora's best summer savings, dupes & hacks



Here, the lifestyle expert shares her go-to tricks for saving time & money—and easing stress!

By DEBORAH EVANS PRICE

Embrace freezers

"I pretty much buy in bulk and freeze," Lora says. "I really believe the freezer section is overlooked. Things are cheaper there. Every berry I consume comes from the freezer. Berries, meat and fish are much cheaper frozen—especially beef! We're talking 50% cheaper on some of these items by buying it in the freezer section."



Keep it simple

"My cooking inspiration comes from my mom, who literally turned salt and pepper and garlic salt into a Bobby Flay moment," Lora says of her 95-year-old mother's cooking skills. "There's this notion that you need 14 ingredients and you need a spice no one's ever heard of that you're never going to use again. It's crazy. I wanted to write a cookbook where you use a handful of ingredients

and buy them all at one store—whether that's Dollar Tree or supermarkets like Safeway or Vons—and it's all going to turn out the same! You don't need any special skills. When it comes to cooking, don't be hard on yourself. Take the shortcuts! Make it out of a box. I'm giving people permission. Take the quicker cooking routes if you want!"

Score digital deals

"If there's something you want, first go to the website, put your email in and sign up for their newsletter. You'll get 10% to 15% off instantly just for signing up with your email. Hold it for a big-ticket item—like, if you know you need a grill, sign up for that newsletter and get that 10% off. Also, walk away from it. Put it in your cart and leave that URL up. Leave the tab open on your computer, but walk away for the day or even the next day after you signed up. Nine times out of 10, you will get an email from that company that says, 'Did you forget something in your cart? Here's an extra 10% off. Please come back and buy it.'"

Think outside the box before you buy

"Look for items at unusual spots," she says. "When people think about summer patio items, they always think of the traditional places to go, but there are incredible deals to be had at places like CVS! These 'off' places still carry a wide variety of seasonal items, but they need to move them faster. They just don't hold on to special or seasonal inventory for very long. My favorite surprise finds at 'off' places: I've bought clothing at



Ace Hardware! It all depends on what their buyers have decided to bring in. I'm always shocked. But truly one of the best deals I've ever gotten was on patio furniture at CVS!"

Beat the heat

"In the summer, cut back on things that you use energy for," she says. "Cut back on the foods that require a lot of time with the stove or that will have you heating up your house. I pull out the Crock-Pot a lot in the warm months because it's easy to cook anything in there and it doesn't overheat your kitchen or require you to crank the A/C. Skip the stove or oven and swap to the air fryer or slow cooker. It will help you save time *and* money on utility bills."



Light up the night

"To boost ambiance on a dime, string up café lights anywhere on your patio, deck or balcony in your backyard. You can even string them from an umbrella," Lora says of her favorite way to brighten any space. "Café lights are magical. It's like when you stick the lights on a Christmas tree. It is an immediate upgrade—and it looks like you've done something fancy. I love that! Also, pick up one of those little portable fire pits because nothing says summer like cooking something over a fire. You can find fire pits on sale during the summer for next to nothing—or simply make your own by Googling an easy tutorial online."

Look up or down when you shop

"I try to avoid buying items placed at eye level on shelves," she says, "because the brands at eye level have paid a lot of money to be

there. People don't realize that they pay for product placement. So if you just look up or you look down, you can save 40% automatically by shopping a shelf or two above or a shelf or two below."

Travel like *this*

"This is *not* the summer to explore lesser-known destinations because that means there are fewer flights—and high prices," she advises. "I don't want to discourage anyone from taking fun, exploratory trips. They're fantastic, but right now, the airlines are really prioritizing the biggest money-making routes with the most people. My advice? I would travel somewhere popular this summer. Do the bigger tourist attractions. Also, set up flight alerts. I don't think people do that enough. They're going to let you know when the best deals are happening."



Cut your own meat

"Meat is so crazy expensive right now everywhere. You can save a fortune by buying your own slab of meat and then cutting it up yourself at home. The butcher will sell it to you whole at the grocery store," she says. "It's shocking how much they charge you for the cutting! Also, you do not need to buy the entire package of chicken. If you don't need it—or if you live alone or if there are only two of you—you can go to the butcher and ask for two chicken breasts and then they will repackage it and put a different price on it. They don't typically advertise this to customers, but if you bring it up to the counter and ask, the butcher will happily do it for you without a problem."

Swap name brands

"I don't think a lot of people realize that L'Oréal owns Lancôme. So really, when you're talking mascaras, lash primer, stuff like that, buy those at the drugstore," Lora urges. "L'Oréal lash primer will make it look like you have false eyelashes on. It conditions your eyelashes at the same time. That is my No. 1 dupe recommendation! I don't even love calling it a dupe because I think it's better than the original. There are so many Sephora dupes at the drugstore right now. I think the mascara game is super strong. If you are paying full price for your mascara, you're being ripped off."

Get ready for guests

"My quick cleaning trick before a party is so easy. I'm a big fan of quickly walking around the house with the laundry basket and picking up any clutter or out-of-place items.

Stash the basket in a closet or in the laundry room and you can get to it later. The only to-dos that must be checked off: Make sure the dishes are done and beds are made. The minute you do that, your house feels tidy. That's a classic Norma Jean tip from my mom. Also, if company is coming over and you want your house to smell great, put a bit of vanilla in a saucepan on low or in a Crock Pot."

Simplify the menu

"To make hosting and summer entertaining less stressful, do no more than three menu items that you personally are going to provide—like a protein, a side and a salad, or just a protein, a side and dessert. Whatever it is, only serve three of those things," she suggests. "Then, ask your guests to either bring a side dish or a dessert. If you don't want to ask them to bring anything, then dessert can be easy: Go for ice cream bars or simple ice

cream sandwiches cut into squares. People put crazy pressure on themselves, but classic store-bought sweets are fun—and they are always crowd-pleasers! It harkens back to when we were kids. Nothing says summer like red, white and blue Bomb Pops. People love the nostalgia and are thrilled to just get together."



Save big on favorites!

BEAUTY DUPES:

Supergoop (\$38) → **Trader Joe's Daily Facial Sunscreen** (starting around \$9)

Lancôme felt tip liquid eyeliner (\$36) → **L'Oréal felt tip black eyeliner** (\$13)

Kosas brow gel (\$28) → **Covergirl clear mascara** (\$8) **It works as a brow gel!**

Lancôme lash primer (\$30) → **L'Oréal lash primer** (\$10)

Guerlain setting powder (\$62) → **Physicians Formula setting powder** (\$16.50)



FASHION DUPES:

Lululemon's Align Jacket (\$128) → **Costco zip-up** (\$22)

Lululemon's Scuba pullover (\$128) → **Costco pullover** (starting around \$17)

HOME DUPES:

Anthropologie's Capri Blue Volcano Candle (\$38) → **Walmart's Red Lava Candle** (\$12)

Bath & Body Works Lemon Sugared Zest Candle (\$29) → **Walmart's Sweet Sugared Lemon Candle** (\$6)

